

ABSTRACT OF THE DISCLOSURE

Disclosed is a process for generating advertising materials using a computerized system. Advertising formats can be displayed on a computer for selection by a user. In response to the user selection, a corresponding template can be displayed. A plurality of product references can also be displayed for selection by the user and a selected product reference can be displayed on the template. An electronic or hard-copy preview of a proposed advertisement can be created based on the user selections. The process can be performed using one or more networked computers to store template and product databases. A high degree of flexibility is provided so that a user can quickly and efficiently create customized advertising materials.